

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-10 LAB-04 NSAE-00  
PA-01 SIL-01 INRE-00 ICAE-00 STR-07 DOE-15 SOE-02  
DOEE-00 OES-07 SSO-00 SP-02 /070 W  
-----085838 061727Z /72

O 061633Z JUN 78

FM AMEMBASSY BERLIN

TO SECSTATE WASHDC IMMEDIATE 7522

INFO USDOC WASHDC IMMEDIATE

AMEMBASSY BONN IMMEDIATE

AMEMBASSY VIENNA IMMEDIATE

USMISSION USBERLIN IMMEDIATE

C O N F I D E N T I A L SECTION 01 OF 02 BERLIN 03806

DEPARTMENT FOR EUR/ASST SECRETARY VEST,USDOC FOR INDUSTRY & TRADE ADMIN-  
ISTRATION/ASST. SECRETARY WEIL

VIENNA FOR TRADE FAIR SUPPORT OFFICE

E.O. 11652: GDS

TAGS: BEXP, EEWT, GE

SUBJECT: 1978 LEIPZIG FALL FAIR

REF: STATE 140362 (NOTAL)

1. WE ARE DISMAYED BY PROPOSAL REFTEL TO CANCEL  
PARTICIPATION AT FALL 1978 LEIPZIG FAIR WHICH SEEMS  
INCONSISTENT WITH OBJECTIVES OF PRESIDENT'S INTERAGENCY  
NATIONAL EXPORT POLICY TASK FORCE; CANCELLATION, IF  
IMPLEMENTED, WOULD UNDERMINE RECENT PROGRESS TOWARD  
IMPROVEMENT OF BILATERAL RELATIONS AND DEAL A SERIOUS  
SETBACK TO OUR OVERALL EXPORT PROMOTION EFFORT IN THE  
GDR. IN OUR VIEW THIS DECISION SHOULD BE REVERSED AND  
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A VIGOROUS EFFORT UNDERTAKEN TO MOUNT A PRODUCTIVE  
SHOW IN LEIPZIG THIS FALL. SUCH ACTION WOULD CLEARLY  
SERVE SPECIFIC U.S. INTERESTS.

2. WHILE WE APPRECIATE POSSIBLE RECRUITING DIFFICULTIES  
OCCASIONED BY COMPETING TRADE SHOWS, WE FIND IT  
IMPOSSIBLE TO BELIEVE THAT THE SOLUTION IS TO CANCEL

OFFICIAL U.S. PARTICIPATION, PREPARATION FOR WHICH BEGAN WITH BDO AT FALL FAIR LAST YEAR, AND TO WHICH WE HAVE REFERRED REPEATEDLY OVER THE LAST EIGHT MONTHS IN CONVERSATIONS WITH SENIOR GDR OFFICIALS, INCLUDING CONVERSATION OF THE AMBASSADOR WITH SED CHAIRMAN HONECKER AND DEPUTY FOREIGN TRADE MINISTER BEIL.

3. IT SHOULD BE POSSIBLE TO REGAIN MOMENTUM TO INSURE AN IMPRESSIVE AND REPRESENTATIVE U.S. CHEMICAL PROCESSING SHOW IN LEIPZIG IN SEPTEMBER BY BUILDING ON NUCLEUS OF FIVE FIRMS LISTED IN REFTEL. THESE FIRMS MAY BE PREPARED TO INCREASE THE SIZE OF THEIR EXHIBITS. RECRUITMENT EFFORTS AT AN APPROPRIATELY HIGH LEVEL SHOULD BE REDOUBLED, AND A STRONG EFFORT MADE TO SECURE PARTICIPATION OF THE US-GDR TRADE AND ECONOMIC COUNCIL, SEVERAL MEMBERS OF WHICH ALREADY PLAN TO PARTICIPATE IN THE FAIR (PARA 4(B) REFTEL). SPECIFICALLY, DOW, UNION CARBIDE, AMOCO AND OTHER SUCH FIRMS SHOULD BE ASKED TO SUPPORT U.S. EFFORT, SINCE THIS WOULD HAVE A POSITIVE IMPACT ON OVERALL US-GDR TRADE ENVIRONMENT. PARTICIPATION OF MONSANTO, WHICH ALSO HAS A STRONG INTEREST IN EXPANDING RELATIONS WITH THE GDR, SHOULD ALSO BE SOLICITED. WE ENVISION PARTICIPATION BY THESE COMPANIES, NOT ONLY IN THEIR OWN STANDS, BUT ALSO THROUGH A VISIBLE PRESENCE IN THE OFFICIAL USG PAVILION. GIVEN THE IMPORTANCE THE GDR LEADERS ATTACH

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TO THE USG EXHIBIT, PARTICIPATION BY MAJOR U.S. CHEMICAL FIRMS WOULD CLEARLY HELP THEIR TRADE PROMOTION EFFORT. EMBASSY IS PREPARED TO ASSIST RECRUITMENT EFFORTS THROUGH DIRECT APPEALS THROUGH US-GDR TRADE AND ECONOMIC COUNCIL IF THIS WOULD BE USEFUL.

4. WE BELIEVE FURTHER THAT IT OUGHT TO BE POSSIBLE TO PREPARE IN THE THREE MONTHS REMAINING A BUSINESS DEVELOPMENT OFFICE INCORPORATING CHEMICAL PROCESSING LITERATURE AND AN INDUSTRY EXPERT AS WELL AS GENERAL-PURPOSE MEETING AND OFFICE SPACE. OTHER ELEMENTS OF A GENEROUSLY-PROPORTIONED BDO MIGHT INCLUDE INDUSTRY MODELS AND MOCK-UPS AND APPROPRIATE GRAPHICS PREPARED WITH ICA'S HELP. USE OF FAIR EXHIBIT SYSTEM COULD EASE PROBLEM OF EXHIBIT CONSTRUCTION.

5. WE FAIL TO UNDERSTAND THE CONTENTION IN PARA 4(B) OF REFTEL THAT LEIPZIG FAIR HAS AN OVERALL CONSUMER ORIENTATION, AND SUGGEST THAT FIRMS WHICH HOLD THIS CONCEPT OF THE FAIR BE BRIEFED ON ITS HEAVILY INDUSTRIAL CHARACTER, OF WHICH ANY ISSUE OF THE FAIR CATALOG IS STRONG EVIDENCE.

6. IN SUMMARY, I RECOMMEND THAT DECISION TO CANCEL U.S. PARTICIPATION BE REVERSED AND THAT EFFORTS BE MADE TO MOUNT AN EXHIBIT ALONG LINES SUGGESTED IN THIS MESSAGE. CLEARLY USG PARTICIPATION WOULD BENEFIT BILATERAL RELATIONS IN GENERAL AND EXPORT EXPANSION IN PARTICULAR. CANCELLATION OF THE EXHIBIT AT THIS LATE DATE WOULD CLEARLY ADVERSELY AFFECT THE CLIMATE FOR TRADE DEVELOPMENT AT A TIME WHEN SEVERAL AMERICAN FIRMS ARE IN THE PROCESS OF NEGOTIATING SUBSTANTIAL CONTRACTS. ALSO CANCELLATION WOULD BE CONSTRUED BY GDR OFFICIALS AS POLITICALLY

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-10 LAB-04 NSAE-00

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DOEE-00 OES-07 SSO-00 SP-02 /070 W

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FM AMEMBASSY BERLIN

TO SECSTATE WASHDC IMMEDIATE 7523

INFO USDOC WASHDC IMMEDIATE

AMEMBASSY BONN IMMEDIATE

AMEMBASSY VIENNA IMMEDIATE

USMISSION USBERLIN IMMEDIATE

C O N F I D E N T I A L SECTION 02 OF 02 BERLIN 03806

MOTIVATED AND THUS HAVE A BEARING ON RECENT PROGRESS IN DEVELOPING BILATERAL RELATIONS AND ACHIEVING OVERALL NSC-APPROVED GOALS AND OBJECTIVES. BOLEN

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## Message Attributes

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**Decaption Date:** 01 jan 1960  
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**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 20 Mar 2014  
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